

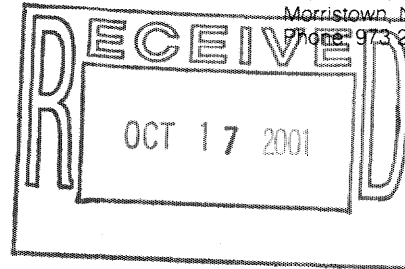
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## Consumer Care Division

Bayer Corporation  
36 Columbia Road  
P.O. Box 1910  
Morristown, NJ 07962-1910  
Phone 973-254-5000

October 17, 2001

Office of Special Nutritionals (HFS-450)  
Center for Food Safety and Applied Nutrition  
Food and Drug Administration  
200 'C' Street, SW  
Washington, D. C. 20204



**Subject: 30-Day Post Market Notification for Structure/Function Claims;  
One-A-Day® Today™ Multivitamin/Multimineral Dietary  
Supplement**

Dear Sir or Madam:

Bayer Consumer Care Division submits the information in this notification pursuant to Section 403(r)(6) of the Food, Drug and Cosmetic Act as notice of marketing structure/function claims on the product label of One-A-Day® Today™ Multivitamin/Multimineral Dietary Supplement.

<b>PRODUCT NAME</b>	One-A-Day® Today™
<b>NAME /ADDRESS OF DISTRIBUTOR</b>	Bayer Corporation Consumer Care Division 36 Columbia Road P. O. Box 1910 Morristown, New Jersey 07962-1910
<b>NAME OF DIETARY INGREDIENT/SUPPLEMENT (SUBJECT OF THE STATEMENT)</b>	One-A-Day® Today™ Multivitamin/Multimineral Dietary Supplement
<b>TEXT OF STATEMENT BEING MADE</b>	
<b>Top Panel of Carton</b>	<ul style="list-style-type: none"> <li>• <b>More Calcium</b> than Centrum® or Centrum® Silver, plus Soy to support <b>strong bones</b>.*</li> <li>• <b>Vitamins A, C, E, plus Zinc</b> to help support <b>healthy eyes</b>.*</li> <li>• The only leading multivitamin combining <b>Soy Isoflavones</b> with <b>Vitamins C, E, B6, B12, and Folic Acid</b> to support cardiovascular health.*</li> </ul>
<b>5<sup>th</sup> Panel of Carton</b>	Enhanced Multivitamin to support* <ul style="list-style-type: none"> <li>• STRONG BONES</li> <li>• HEALTHY HEART</li> <li>• HEALTHY EYES</li> <li>• HEALTHY SKIN</li> </ul> with Calcium and Antioxidants, plus Soy

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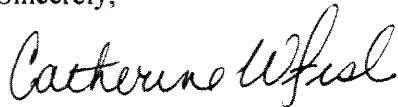
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<b>Right Panel of Carton</b>	<b>Key Ingredients for Active Women 50 and over</b> <ul style="list-style-type: none"><li>• <b>HEALTHY SKIN:</b> Vitamin C, Zinc, Biotin, Vitamin A</li><li>• <b>HEALTHY EYES:</b> Vitamin A, Vitamin C, Vitamin E, Zinc</li><li>• <b>BONE STRENGTH:</b> Soy Isoflavones, Calcium, Vitamins D &amp; A, Magnesium, Vitamin K</li><li>• <b>ENERGY:</b> Vitamins B6, B12, Thiamin, Riboflavin, Niacin, Biotin, Pantothenic Acid</li><li>• <b>HEALTHY HEART:</b> Soy Isoflavones, Vitamins C, B6, B12, Folic Acid, Vitamin E</li></ul>
<b>*These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease.</b>	

In accordance with 21 CFR 101.93, the information contained in this notification is complete and accurate. Bayer Consumer Care Division has substantiation on file that the statements are truthful and not misleading. This notification is comprised of an original and two (2) copies.

Should you have any questions or need any additional information, please contact the undersigned at 973-254-4793 or Joanne Robinett at 973-408-8093.

Sincerely,



Catherine W. Fish  
Associate Director, Regulatory Affairs  
BAYER CONSUMER CARE DIVISION